

Markable Enterprise World



Mr. Lewis to give some of the reasons for the success of *The Woman's Magazine* and to tell how it was accomplished.

"It is not generally known," said Mr. Lewis, "that over 75 per cent of the population of this country resides in the small towns, villages, and rural districts, and that over 50 per cent of the wealth of this country is held by these same people. There are to-day hundreds of useful magazines printed for and sold on the news stands of the great cities, but they utterly fail to reach the great 75 per cent. Their idea seems to be the highest in art, presswork and illustration, in order that they may command a ready sale in competition on the stands, depending on catching the eye for their sale."

"We believed that a carefully edited, well printed, well illustrated magazine at a low price and with reading matter that would enter into the daily lives of the great mass of women would catch and hold their hearts. It is not what the price of the magazine is that really counts, for the average woman who writes us a letter incloses 10 cents for her subscription and registers the letter at a cost of 10 cents, is sending for it because she wants to read it. We try first of all to give our readers what they want to read, and not what we think would make the most highly toned paper. A pattern of a stock-collared dress that any woman could make out of a handkerchief comes nearer bringing results than an illustration of a superb gown. The increase in new subscribers from December to January is so common in most women's magazines that from the letters we receive we are led to believe that our efforts to tell the right thing at the right time are appreciated by our readers."

"It must be a relief to the average woman who has gazed at the illustrations of Vanderbilt's and Astor's homes to pick up *The Woman's Magazine*, not to learn of the earth and learn how she can take a common dry goods box and make a dresser for the servants' room out of it at a cost of 20 cents. Even in story matter we have all copy read by several different women readers of various temperaments, in order that the stories they select may strike the general average of womanhood. Our guarantee to our readers to refund to them any loss they may ever sustain by answering a fraudulent advertisement in our columns gives confidence in our advertisers, and we never fool our readers with catch-penny schemes."

"I would rather be the president of *The Woman's Magazine* and hold the trust and confidence of its 2,000,000 families of readers than to be the President of the United States. No man on earth could sit at my desk and read the thousands of trusting, encouraging letters that I do and ever do these people a willful wrong. To treat thousands of them as the head of this paper, am the confident and adviser in distress or in business matters extending outside of their own immediate circle, and the baby is sold. I hear about it, and if the old wives do we try to help out on a new one."

"The beauty of this great building must reflect itself into the contents of the magazine and the lives of our employees, and impress on each that they are a part of a great organization dealing in and creating the thoughts of 2,000,000 minds—an organization probably more powerful for good or evil than any other single enterprise in the country. The mere return of dollars must take a back seat in the face of such a condition, and I have noticed time and again the remarkable broadening of the views of life held by the people about me as they grow into positions of responsibility where they come in contact with the great thought force of these millions of minds."

"It cannot be understood by an outsider, and in mentioning the value of such a franchise I am frequently asked how much our types and presses are worth, while they and this great building are but the smaller details visible to the eye of a power, the largest publication in the world, and by the good wishes, confidence and co-operation of 2,000,000 well-to-do and intelligent American families."

"The burning of a great passion seemed to turn the modest young man into the great galvanizing battery of force and action that has created and drives forward the largest publication in the world, as he spoke. The hard struggle in life that Mr. Lewis has gone through himself seems to have deeply imbued him with a desire to help the great mass of people of moderate means who seldom have an opportunity to help themselves; the piling up of a great fortune for himself does not figure in his plans, for, as he says, 'I can't take it with me, but I can take the love and respect of my 2,000,000 readers.'"



Employees of
THE WOMAN'S MAGAZINE
grouped on front steps



SECOND FLOOR
BALCONY with
EDITORIAL OFFICES



GOV D R
FRANCIS
laying the corner
stone

The *Woman's Magazine* now has subscribers in every quarter of the world. Thousands of copies go each month to readers in foreign countries, even to Turkey, where an English school at Odessa on the Black Sea has forty subscribers to it. Taking it all in all, it is the most wonderful publication in the world.

The daily mail from its subscribers frequently averages 10,000 letters, and sometimes nearly half a bushel of 10-cent pieces are received in a morning's mail for subscriptions. The young ladies who handle this mail have become wonderfully expert, and a reward of 1 cent is paid them for each error discovered in the subscription files. The increase in new subscriptions now exceeds 60,000 per month, and these subscriptions come from the very best class of people. Many women register their 10 cents in order to be sure they get the magazine.

The *Woman's Farm Journal*, the companion paper of *The Woman's Magazine*, is fourteen years old. It was purchased by Mr. Lewis three years ago from the founder, Mr. Cabot, who is now secretary of the Lewis Publishing Company. Mr. Lewis said he bought the *Farm Journal* in order to get Mr. Cabot, and the friendship between them is one of mutual respect, each for the other man's abilities, for Mr. Cabot is undoubtedly the best posted man on the minute but all important details of a great newspaper organization in this country to-day, and to the great experience and ceaseless labor of Mr. Cabot in the organizing of the vast detail and keeping it running smoothly Mr. Lewis attributes a large share of the credit for its success. One plans, creates and finances, while the other carries out the plans and perfects the detail.

It is the only paper published for women on the farm. The farmer has publications for the dozen; his wife one—*The Woman's Farm Journal*. This paper is published in the same high-class, clean manner as its larger sister, and has become one of the most desirable monthly publications in the country. Going as it does into over half a million farm homes each month and telling the farmer's wife the things she wants to know and does not find in her husband's papers, its steady, rapid growth bids fair to make it a rival of the *Magazine* in circulation.

What the limit is on the growth of the well-published magazine at 10 cents per year, no one can say. Already these two publications reach each issue, on a fair estimate, 10,000,000 women readers, and although it has been repeatedly tried, no one has ever been able to name three towns in the United States or Canada having over 100 inhabitants in which at least one subscriber to *The Woman's Magazine* was not found.

The day is fast coming when such a publication may wield a greater influence in national questions and be able to bring home to the masses of the people a clearer light on questions of the day than the daily press, for a large percentage of these millions seldom see the daily paper, while the little *Magazine*—clean, strong and unbiased—will be the still, small voice in the quiet of the home that, reaching through the wife and daughters, will exert a powerful influence on the husband and father in many a national crisis. The people have shown that it is wanted, and the publishers of *The Woman's Magazine* are filling the want.

The distribution of the subscription list of *The Woman's Magazine* is as follows:

Maine	1,250	Illinois	12,500
New Hampshire	1,500	Michigan	15,000
Vermont	1,000	Wisconsin	10,000
Massachusetts	15,000	Minnesota	15,000
Connecticut	10,000	Indiana	10,000
New York	100,000	Ohio	10,000
Rhode Island	2,000	Missouri	10,000
Pennsylvania	10,000	Arkansas	2,000
Maryland	10,000	South Dakota	2,000
District of Columbia	10,000	Kansas	2,000
Delaware	2,000	Oklahoma	2,000
New Jersey	10,000	Nebraska	2,000
Virginia	10,000	Colorado	2,000
North Carolina	10,000	Montana	2,000
South Carolina	2,000	Wyoming	2,000
Georgia	2,000	Arizona	2,000
Florida	2,000	Idaho	2,000
Alabama	2,000	Utah	2,000
Mississippi	2,000	Washington	2,000
Louisiana	2,000	Oregon	2,000
Texas	10,000	California	10,000
Pennsylvania	10,000	Idaho	2,000
Kentucky	2,000	Utah	2,000
Indiana	10,000	Washington	2,000
Illinois	12,500	Oregon	2,000
Michigan	15,000	California	10,000
Wisconsin	10,000	Idaho	2,000
Minnesota	15,000	Utah	2,000
Indiana	10,000	Washington	2,000
Ohio	10,000	Oregon	2,000
Missouri	10,000	California	10,000
Arkansas	2,000	Idaho	2,000
South Dakota	2,000	Utah	2,000
Kansas	2,000	Washington	2,000
Oklahoma	2,000	Oregon	2,000
Nebraska	2,000	California	10,000
Colorado	2,000	Idaho	2,000
Montana	2,000	Utah	2,000
Wyoming	2,000	Washington	2,000
Arizona	2,000	Oregon	2,000
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